



## GENERAL ADVERTISING RATES

Effective January 2010 Issue

<b>Black &amp; White</b>	<b>1 Issue</b>	<b>3 Issues</b>	<b>6 Issues</b>	<b>9 Issues</b>	<b>12 Issues</b>
<b>One Page</b>	\$71,089	\$68,966	\$67,544	\$64,773	\$61,857
<b>2/3 Page</b>	55,459	53,787	52,677	50,507	48,246
<b>1/2 Page</b>	46,209	44,827	43,901	42,096	40,833
<b>1/3 Page*</b>	35,548	34,489	33,772	32,383	29,711
<b>Two-Color</b>	<b>1 Issue</b>	<b>3 Issues</b>	<b>6 Issues</b>	<b>9 Issues</b>	<b>12 Issues</b>
<b>One Page</b>	\$88,872	\$86,200	\$83,203	\$80,959	\$77,309
<b>2/3 Page</b>	69,343	67,242	65,860	63,141	60,301
<b>1/2 Page</b>	57,767	56,043	54,875	52,625	50,253
<b>1/3 Page*</b>	44,433	43,103	42,206	40,476	38,671
<b>Four-Color</b>	<b>1 Issue</b>	<b>3 Issues</b>	<b>6 Issues</b>	<b>9 Issues</b>	<b>12 Issues</b>
<b>One Page</b>	\$109,373	\$106,082	\$103,907	\$99,638	\$95,160
<b>2/3 Page</b>	85,309	82,752	81,045	77,719	74,219
<b>1/2 Page</b>	71,089	68,966	67,642	64,773	61,875
<b>1/3 Page*</b>	54,689	53,041	51,960	49,825	47,569
<b>Covers</b>	<b>1 Issue</b>	<b>3 Issues</b>	<b>6 Issues</b>	<b>9 Issues</b>	<b>12 Issues</b>
<b>2nd Cover</b>	\$126,873	\$123,061	\$120,527	\$115,574	\$110,375
<b>3rd Cover</b>	120,307	116,692	114,285	109,599	104,664
<b>4th Cover</b>	137,806	133,676	130,905	125,536	119,891

### ISSUE AND CLOSING DATES

1. Published monthly by Hachette Filipacchi Media U.S., Inc.
2. Issued approximately the first Tuesday of the month preceding cover date.
3. Space closes approximately the 14th of the third month preceding cover date. Insertion orders must be received by publisher by 14th of third month preceding cover date. When the 14th falls on a weekend or holiday, the space closing date or material due date will revert to the preceding working day.

**INSERTS** Rates and specifications available upon request. Specifications are based on insert qualifying, at a Periodicals Rate (formerly Second Class). If Post Office finds insert does not meet the qualifications, it will be classified as Standard A Rate (formerly Third Class) and all additional postage will be billed back to the advertiser. A final dummy of the insert must be submitted to HFM Production before printing in order for it to be acceptable for binding.

**BLEED** Add 15% to earned space and color rate. No bleed charge for gutter bleed or covers.

**SPECIAL POSITIONS (NON-CANCELLABLE)** Add 10% to earned rates.

**SPLIT RUN ADVERTISING** Split runs are available. Rates upon request.

**REGIONAL ADVERTISING** Regional rates available upon request.

**CIRCULATION** Circulation objective: 700,000. Member of the Audit Bureau of Circulations. Subscriptions \$18.00 per year. Single copy price \$3.99 U.S., \$4.50 Canada.

•Minimum rateholder.

Failure to achieve contracted frequency level will result in a short rate to next lower rate break.

For the full terms and conditions please refer to the General Conditions within the Road & Track media kit at [www.hfmus.com](http://www.hfmus.com)